



**JOHN HAMILTON  
MAYOR**

CITY OF BLOOMINGTON

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OFFICE OF THE MAYOR

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Dear Citizens' Academy Participant,

I'm so pleased to be your first presenter in this adventure you are beginning called the Bloomington Citizens' Academy! As a result of your participation you will become more informed, and I hope, more involved residents of this great community. Thank you for being here and taking that first step. I'm confident you'll be glad you did.

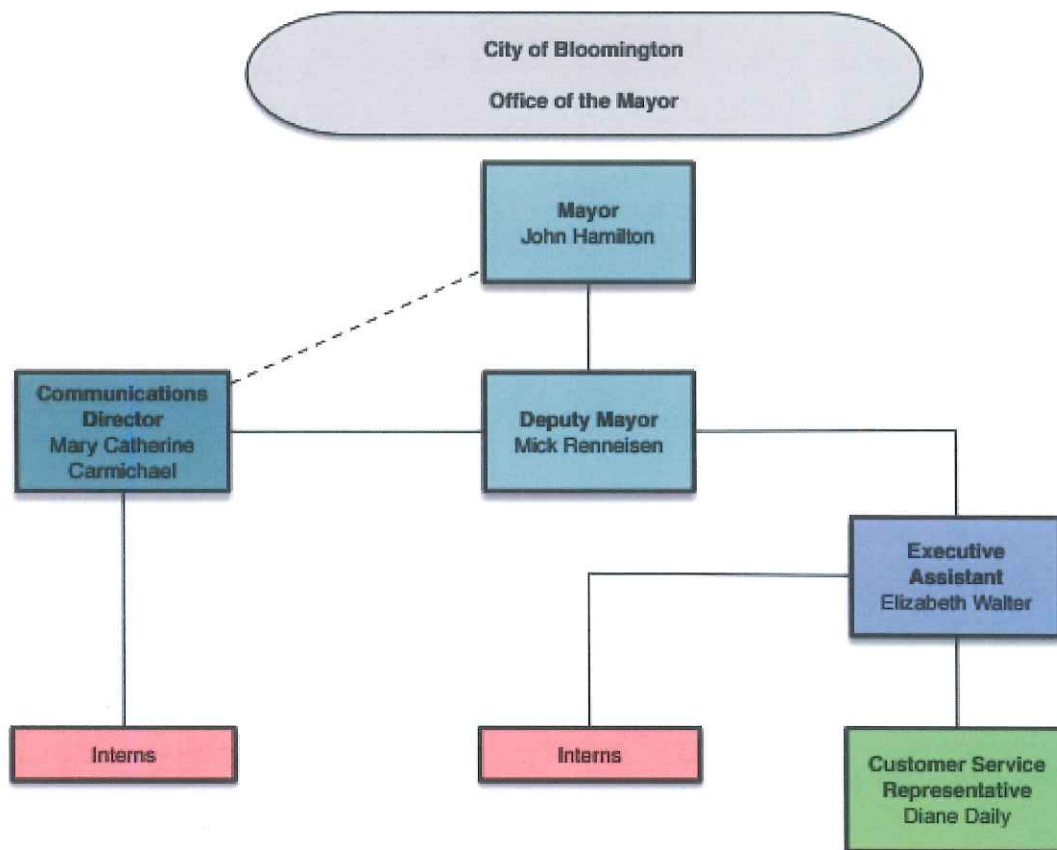
Every day of the year, every hour of the day, the employees of the City of Bloomington are working to serve you, our 84,000 residents. Police and fire protection, trash removal, parks programming, bus service, communications - we're at work making sure you are safe, your environment is clean, you have healthy recreational opportunities, you get where you need to go and you are up-to-date on everything that's news in Bloomington. And those are just a few of the more visible of our activities on your behalf. There are folks doing engineering work, improving neighborhoods, making sure our water is safe and available, fixing our buildings, our roads and much more - every day of the year. I know you'll be learning much more about all of these activities and more over the duration of Citizens' Academy.

As your mayor, I believe in "saying what we'll do, and doing what we say." I believe government should be transparent and accountable. I believe data should be available so that everyone can see what we are doing, why we are doing it and how well we are doing it. I believe Bloomington needs to be a place where everyone is welcome and comfortable regardless of economic attainment. I believe each of us deserves a safe, affordable place to live. I believe public schools are one of our most precious assets. I believe high speed internet is to today what electricity was to the 20th century, and that each person in Bloomington should have affordable access to it.

I hope you believe many of the same things I do. I look forward to the opportunity to know you and to work together to turn those beliefs into actions to make our city a safe, civil and just community. Our time is our most valuable asset, so thank you for using your time to become a well informed resident of Bloomington.

Sincerely,

John Hamilton  
Mayor



## Welcome to the Office of the Mayor

### Why We Exist:

The Office of the Mayor provides leadership, management and strategic direction to the City of Bloomington. This is accomplished through public engagement, in cooperation with the City Council, to determine and implement priorities of the residents of our community. We serve the residents of Bloomington.

### Activity/Service

### **Policy and Administration**

*Activity Description:* Develop and establish City policies and practices. Direct and supervise policy implementation in concert with the City Council.

### Goals:

- Provide open, transparent access about the delivery of City services to residents, businesses and all those who utilize City services.
- Establish a city-wide high-speed broadband network to enhance economic development for the community.
- Invest in the repair and replacement of existing City-owned assets by providing necessary funding to all City departments responsible for City-owned assets. Invest in new City assets that respond to needs of the community.
  - Develop the Trades District.
  - Construct Switchyard Park to enhance Bloomington as an attractive place to live, work and play.
  - Replace infrastructure in the police, fire, public works, planning and transportation, parks and utilities departments.
- Update the Comprehensive Master Plan to reflect community input regarding the built environment and to accomplish balance in the type and affordability of housing product in Bloomington.
- Determine if areas outside the corporate boundaries should be annexed by assessing a cost/benefit analysis of service delivery to those areas.
- Create a culture of efficiency and creativity by establishing a Director of Innovation position to lead efforts that improve operations in all City departments.
- Support and maintain public safety, civility and justice by providing fire service and law enforcement and collaborating with agencies to promote justice and civility.

### **Communications**

*Activity Description:* Serves as the voice of the City of Bloomington government, transmitting information about City programs, policies, events, initiatives and services to Bloomington residents and visitors.

### Goals:

- Inform taxpayers how tax dollars are being spent by government functions.
  - Quarterly press conferences with additional press conferences as circumstances dictate.
- Engage a wide range of audiences about City services.
  - 50 news releases annually
- Facilitate greater involvement between residents and their local government.
  - 6 appearances of Mayor at the Market
  - 50 Town Hall meetings
  - Daily social media updates in response to critical issues
- Provide strategic communications direction and support.
- Identify and implement collaborative opportunities among City departments and between departments and community organizations.



- Expand and improve communication tools utilized to reach all audiences.
- Strategize, develop and execute Web site content.
- Increase community relations opportunities and partnerships.
- Create a welcoming City Hall experience for residents and visitors to visit, enjoy art exhibits and attend events.
- Foster positive communications and relationships with key stakeholders at Indiana University.

**Number of City of Bloomington employees: 650**

**Number of City of Bloomington Departments: 14**

*Controller	*Office of the Mayor
*Community and Family Resource Department (CFRD)	*Parks and Recreation
*Economic and Sustainable Development (ESD)	*Legal
*Fire	*Police
*Housing and Neighborhood Development (HAND)	*Public Works
*Human Resources	*Transit
*Information and Technology Services (ITS)	*Utilities

**Priorities include:**

- Broadband: establish a city-wide high-speed broadband network to enhance economic development for the community. Bloomington's digital infrastructure will play a central role in our community's economic prosperity development and our residents' quality of life.
- Safe, Civil and Just Downtown: support and maintain public safety, civility and justice by providing fire service and law enforcement and collaborating with area social service agencies and business to promote justice and civility.
- Affordable Housing: emphasize experimentation and innovation with pilot approaches to increase affordable housing options within our community, encompassing all types of housing from special needs to senior housing.
- Schools Support: advocate for public education and continue meeting with MCCSC administration to find ways we can work together on parks and grounds, transportation, food, tutoring and volunteers, summer jobs, student engagement and more.
- Transparency: provide open, transparent access about the delivery of City services to residents, businesses and all those who utilize City services.